

Baldwin County's Market Is Heating Up

A new trend in Alabama’s coastal real estate

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THE DATA

7.8%

Year-over-Year Price Growth

In Baldwin County, home prices rose more than 7.8% in the past year.

This surge outpaces both state and regional averages, suggesting a shift in buyer behavior toward Gulf Coast properties. The growth is not just seasonal but driven by consistent demand from out-of-state buyers. This trend may be tied to remote work flexibility and an increasing preference for coastal living.



Source: Alabama Center for Real Estate (ACRE) · Published August 27, 2026

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National Buyers Driving Demand

Baldwin County is seeing a rise in out-of-state buyers, particularly from the Northeast and Midwest. This aligns with a broader national trend where buyers are seeking larger homes with more space and access to outdoor recreation. The coastal appeal of Baldwin County's Gulf Shores, Orange Beach, and Daphne is attracting those looking for a retreat from urban environments.



02

A Shift in Market Segmentation

The price appreciation in Baldwin County is not evenly distributed. Luxury properties—especially waterfront homes—are commanding significantly higher premiums compared to traditional family homes. This segmentation could indicate that the market is evolving from a vacation rental hub to a destination for full-time coastal residents.

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